



Main Street Monday!

August 24,
2015

Happenings Around the State

Downtown Mixer in Middlesboro

Our next **Downtown Mixer** will be
Tuesday, August 25, at 5:30pm.

Location is Crater City Adventure Company,
2121 Cumberland Ave.

Drop by to learn more about this important
Middlesboro business. Meet the friendly people
that are part of downtown while you enjoy free
entertainment, food, and refreshments. Network
and increase your exposure and strengthen
downtown Middlesboro by getting involved.

Toot Your Horn!



The south east regional directors got together last week at Pineville State Park! L to R: Jacob Roan-Pineville, Nannie Hays (regional director) Williamsburg, Molly Barnett-London, Bobbie Gothard-Tri Cities, and Denise Wainscott-Barbourville.



It's never too soon to be thinking about the
Holiday Season. This cutout or something
similar could be a fundraiser or it could
simply get your name out!



Happy Holidays from (your city) Main Street

Main Street Tip of the Week – Improving Your Website

Is it current? Is it user friendly? Can a visitor to the site find your contact info on the first page, is there a calendar of events? Are your board members and their contact information listed? **See page 3** for tips on how to improve your web-site. Even if you are listed on the city page can you answer the above questions with yes? Your website is a tool. It exists to further your ability to make an impact. Is it getting the job done? You pour a lot of time, effort and resources into maintaining your nonprofit's website. It should inform, entertain, engage and drive people to act—ultimately increasing support for your organization. Are you seeing tangible returns on your investment? This is really the only question to ask when evaluating the effectiveness of your website. No two nonprofits are the same. And, I would argue, the same could be said for nonprofit websites. There are, however, some characteristics that all truly effective nonprofit websites seem to share. Make your website work smarter, not harder!

This Wednesday at 2:00 EDT the Greater Ohio Policy Council will be hosting a webinar entitled Tools & Strategies for Business Development and District Management. It will be hosted by Marianne Eppig, of the Greater Ohio Policy Center, Elizabeth Schilling of Smart Growth America, Brian Friedman, Northeast Shores Development Corporation and Donovan Rypkema of PlaceEconomics. **It's free** To register go to <http://greaterohio.org/events/webinars-for-commercial-vacant-property-redevelopment>.



Director Spotlight 2015

Laura Peck Henderson



Where are you from and where do you live now? I was born and raised in Henderson, KY left after high school for 9 years and I have been back in Henderson now for 4 years.

How long have you been a Coordinator? 2 weeks as Interim Director

How did you get involved with the Main Street movement? When I moved back to Henderson 4 years ago the Events Coordinator position was open at DHP and considering I planned events for 9 years in Jacksonville, FL it was a perfect opportunity for me. I immediately fell in love with the Main Street approach.

Which of the Four Points is your favorite? Promotion

What project is consuming most of your time right now? Taking over as interim director and learning all of the new stuff as well as continuing my role as the Events Coordinator with 6 events in the works. We are currently in the process of putting together an Empty Building and Loft Tour to showcase what properties are available in downtown with hopes to recruit new businesses and residents.

Do you have any favorite activities or hobbies? I love to dance and do Pilates but, raising 3 kids under the age of 5 is what I treasure the most.

What is your favorite author or book? I love to read Chelsea Handler's books

What is your favorite movie? "Neighbors" with Seth Rogen I love his movies.

What is your favorite song or band? Maroon 5

What is your favorite sports team? Pittsburgh Steelers

Which actor/actress would you choose to play you in a movie? Sandra Bullock

Name something you can't live without. My kids

If you had an alternative career, what would it be? Events Coordinator in a large city

What's the most adventurous thing you've done recently? Zip Lining in Gulf Shores over the water

If you won \$20 million in the lottery, what would you do with it? Immediately get out of debt, donate a million to the DHP, renovate a certain building in downtown and open my own boutique hotel.

Somewhere you would like to visit Jamaica

Fun facts? Hidden talents? Also, Feel free to insert your own questions and answer! I am a mother of 3 awesome kids. Myla who is 5, Alayna is 3 and Liam is 10 months. I love to travel especially when there is a beach involved.

Something no one in Main Street knows about you: I'm a Huge sports fan especially football

I will be out of the office this afternoon conducting board training for LaGrange. I will also be out on Thursday attending an America Walks conference. Kentucky was one of 4 states chosen for grants and I was invited to be there to see what monies might be available to us. Additionally, I am also working with a local county extension agent to see how we might tap into Kentucky Ag and Extension monies for downtown agriculture and Farmer's Markets.

1. Make your site social media friendly.

Include social sharing links on every page of your nonprofit website. Encourage video and photo sharing, link to your social media profiles, and make it easy for bloggers and social networkers to embed your videos and feature your images on their sites and profiles. This will attract new traffic sources, retain visitors, and build community around your cause.

2. Put your most compelling content front and center.

If you have video or photos showing the work you do, use them! Strong imagery can help you build connections in a way that is not possible with words alone.

3. Look at your website from the visitor's perspective.

If you were a first-time visitor to your website, would you understand the mission of your organization? Are the actions you want a visitor to take clear? Is the navigation easy to understand? Surveys are a great way to gauge your site's usability and keep it dynamic in a universe that is always changing. Sites like Survey Monkey allow you to set up a survey that is simple and inexpensive.

4. Email sign-up should be one of the most prominent items, and the easiest action for a visitor to take.

If you don't have an email newsletter, you should. You can build your list and strengthen relationships by maintaining regular and meaningful contact with people who have already shown an interest in what you do. It's also easier to collect emails if you provide interesting content in return.

5. Think about the home page description of your organization.

If you only had ten words to describe yourselves, what would those words be? Make sure the words you use on your site are accurate and descriptive. It also helps if those words mirror the keywords and phrases people are likely to use searching for you or your issues.

6. Prominently feature your 'Donate Now' button.

Visitors shouldn't have to think about ways to engage with you - you need to show them how you want them to engage. Putting a Donate button on your site doesn't guarantee anyone will use it. But if you make a compelling case for your work, you should make it easy for visitors to support you.

7. Don't hide your address and phone number.

Even in this high tech world, we still know that the best way to build a relationship is showing people that you're real. Phone numbers and addresses build trust and a sense of accessibility and is often the one piece of content people are looking for when they go to your site.

8. Three clicks and you're out.

Make sure everything you might want a visitor to do on your site is no more than three clicks away. Research indicates that you lose 40% of visitors with each click.

9. Build and test your search function.

A search function and site map is a quick and easy way to help users get to their destination as quickly as possible. Tools such as Google Analytics will tell you if users are finding what they need on your site.

10. Connect to your blog.

An organization's blog is an effective way to share your latest news and online engagement. Think of your blog as your website's little buddy. Only start a blog if you have something to say and are ready to make a commitment. If you aren't sure, try guest blogging for someone who already writes on similar topics. A blog also helps raise your ratings with search engines

Local Foods, Local Places 2015-2016 Application Due 9/15

Communities are invited to apply for a new round of technical assistance from Local Foods, Local Places. The application deadline is **11:59 p.m. Eastern Time on September 15, 2015**. Please be sure to read the Announcement of Federal Assistance for Sustainable Communities on our [Local Foods, Local Places](#) page before completing this form.



Local Foods, Local Places helps communities create walkable, healthy, economically vibrant neighborhoods through the development of local food systems. The program is supported by the U.S. Department of Agriculture (USDA), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention, the U.S. Department of Transportation (DOT), the Appalachian Regional Commission (ARC), the Delta Regional Authority (DRA), and the White House Rural Council. Local Foods, Local Places aims to:

Boost economic opportunities for local farmers and businesses.

Improve access to healthy local food and promote childhood wellness.

Create walkable, healthy, economically vibrant neighborhoods.

A team of experts will help community members develop action plans that use local foods to support healthy families and communities and to drive downtown and neighborhood revitalization. The assistance process features a community workshop that brings people together to develop shared goals and steps to achieve them. This is not a grant program.

<http://www2.epa.gov/smartgrowth/forms/local-foods-local-places-2015-2016-application>



Nice shot from the Rohs Opera House in downtown Cynthiana! They held their annual Rod Run this past Saturday. Car restoration is just another form of historic preservation!



If you are looking for a band in the London area or beyond this group of young men are really good. They played at the London Trail Town dedication and I was impressed by their young ages and great sound. I know we are always on the lookout for great talent for our summer concerts and other events. If you have someone to recommend please let us know or share on the list-serve.



Third Thursday in Paris brings in a crowd!

How do you advertise a Start Up? What does it look like? I am sharing Pikeville Main Street's advertisement that it might help others answer those questions.

NEW BUSINESS STARTUP



NEW BUSINESS STARTUP OPPORTUNITY!

REQUEST FOR PROPOSALS

The City of Pikeville and Pikeville Main Street Program, Inc. is requesting proposals from entrepreneurs interested in creating a new business under an incubation style lease for city owned building located at **237 Second Street** in downtown Pikeville.

The business should reflect a retail environment related to artisan and cultural items.

RFP Goal: *Enhance the mission of downtown and establish new business to enrich quality of life and provide a retail destination promoting a positive cultural experience.*

Location: Building is located in the Main Street District of downtown and on the same street as: Dueling Barrels Distillery (Opening 2016), Jenny Wiley Theatre, restaurants, retail merchants, event venues and is one block from the parking garage, University of Pikeville, the Hampton Inn, Hilton Garden Inn, City Park, and the East KY Exposition Center.

Scope of Desired Business:

Renovate and develop space at 237 Second Street as a retail business for regional and non-mass produced artisan goods reflecting the culture of Appalachia.

Promote local handmade artisan related products. Further development of cultural arts thru relationships with like-minded programs, organizations, colleges and volunteers.

Receptive to selling various types of handmade artisan goods. Artisan: a worker in a skilled trade especially one that involves making things by hand such as but not limited to wood, glass, metal, sculpture, paintings, jewelry, clothing, quilts, etc.

Offer events that are consistent with overall intent of creating a cultural based community. Examples: Poetry reading open mic night, book club, demonstration of craft, etc.

Operate existing pottery studio thru ownership or community cooperative.

Develop additional sources of revenue thru artisan partnerships: Retail, consignment, display space, commission from artisan craft, workshops and pottery studio. Pottery retail, workshops fees, studio fee, supplies, etc.

Proposal Requirements:

Business plan to include business name and all names of all individuals/partners of new business.

Lease building on 237 Second Street for \$1.00 per year for 3 years and a proposal of a graduated lease payment schedule after initial first three (3) years.

Business resume that includes description of interest in art/cultural background and handmade local products.

Submit detailed plan of expectations and art/cultural experience projections and type of business and services to be offered.

Description of retail goods and merchandise. Maintain high cultural standards of all handmade products.

Number of projected jobs the business will create both full time and part time.

Maintain employee workforce to open for business a minimum 5 days a week. Example: Tuesday-Saturday 11:00 am – 7:00 pm

Renovate building as a retail/community space to meet required standards of proposal. General description of any construction work required to building.

General layout of merchandise displays.

Retail items must not compete with other established downtown businesses.

Note: *Any modification to any part of the fixed structure will require approval by the City of Pikeville. Any and all modifications, equipment and/or repairs will be at the cost of the new business.*

Lease Terms:

Any and all business models will be considered. The city would offer the facility for \$1.00 per year for the first three (3) years and then a graduated rate for each year thereafter. All submitted business plans shall include a suggested yearly graduated lease payment schedule that the owner wishes the city to consider as a proposed lease rate that would begin after the initial three years. The city will consider a minimum of a five (5) year lease, however; based on the business plan would consider a longer term with rollover clauses. A standard lease agreement will apply; however the business must adhere to all predetermined conditions as submitted as part of the business plan and within the lease or the lease will be terminated.

Decision Process:

Copies of each submitted shall be given to the Pikeville Main Street Board who will review each submittal and by a majority vote recommend to the Pikeville City Commission proposal selected. The Pikeville Main Street Board shall submit a ranking of all submittals for the commission to consider with a synopsis as to why they made their recommendation. The final decision will be made by the Pikeville City Commission.

Delivery of Proposal (RFP):

City of Pikeville, Attn: City Clerk, 243 Main Street, Pikeville, KY 41501 on or before: September 11, 2015 at 10:00 a.m. All submitted proposals must be in a sealed envelope. City of Pikeville retains the right to reject any and all submittals.

Questions:

If you have questions about RFP, site specifications or wish to schedule viewing appointment contact:


Minta Trimble, Pikeville Main Street Director at minta.trimble@pikevilleky.gov or call 606.899.2489



DOWNTOWN PIKEVILLE, KY

Good news for Nicholasville!

LET'S RACE!
THE 4th ANNUAL
**PAT PINKSTON
MEMORIAL
COASTER CAR DERBY**



SPONSORED BY:
NICHOLASVILLE NOW!

CONTACT US FOR SPONSORSHIP
OPPORTUNITIES!

September 12th
Check-in @ 11 | Races Start @ 1:30
South 1st Street in Nicholasville
(between Broadway and Chestnut)

Anyone and everyone can build or purchase a car and race it at this event!
Drivers must be 7+ years of age.

Two divisions: "Home Built Cars" and "Kit Cars"
"Home Built Cars" must have 4 wheels, working brake, and steering.
"Kit Cars" are built from All American Soap Box Derby Stock, Super Stock, and Scottie kits.

Find us on
facebook

"Pat Pinkston Memorial Coaster Car Derby"



NEWS RELEASE

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For Immediate Release

Vacant lot to become 'Main Street Performance Area' in Nicholasville *Will complement city's 'Streetscape' improvements*

NICHOLASVILLE, Kentucky (Aug. 18, 2015) – A vacant lot in downtown Nicholasville will be transformed into an aesthetically appealing, multi-use public park, under a plan between the city and Kentucky Transportation Cabinet.

The proposed Main Street Performance Area will be an inviting space with benches, lighting and a fountain, among other features. It also will have an emphasis on the arts for citizens of Nicholasville.

Representative Russ Meyer, of Nicholasville, announced the plan at a meeting of the Nicholasville City Commission.

"I am proud to announce that, with the support of Governor Steve Beshear and the Kentucky Transportation Cabinet, we will transform an abandoned space into a vital and visually appealing space that will benefit our residents, attract visitors, improve pedestrian access and further beautify downtown Nicholasville," Representative Meyer said.

The new park will complement Nicholasville's Main Street "streetscape" project, which Representative Meyer championed in his former role as mayor of Nicholasville.

Senator Tom Buford, of Nicholasville, helped secure the original funding of the streetscape project and said he was "pleased to see this project take place and to have an emphasis on performance arts in Nicholasville." The park area is bounded by South Main, East Maple and South York streets.

In fact, the streetscape project figures prominently in the plan to turn the Main Street Performance Area concept into reality. Much of the cost of the new park will be borne from funds remaining from the streetscape project.

Navigate traffic with KYTC, www.511.ky.gov, and Waze, www.waze.com/



In our world that group has a name, it's called Main Street!